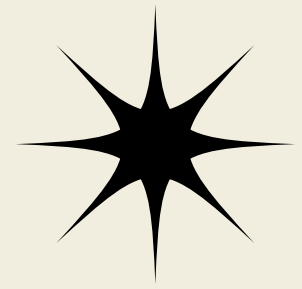


Alice Ogasawara

Graphic Designer



Passionate graphic designer based in London, with a focus on sustainability and diverse experience in brand identity, logo, and packaging design. Diligent eye for detail, strong organizational skills, and a proactive team player.

Contact

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Professional Experience

Mar 2022 – Present

Freelance Graphic Designer

- Collaborated with Japanese upcycled clothing brands, lifestyle brands, and marketing agencies in the wellness sector, creating brand identities, logo designs, and packaging designs with the ability to translate ideas into compelling visuals.
- Enhanced the online presence for non-profit organizations through social media reels and posts utilising knowledge of current design trends.
- Showcased excellent project management skills to satisfy clients' requirements within a dynamic environment.

May 2023 – Mar 2024

Graphic Design and Social Media Manager Intern

Vivun Intelligent Media • London

- Created graphic assets for social media, email, and website in a fast-paced environment, demonstrating strong graphic design skills.
- Developed and edited engaging daily video content, showcasing meticulous attention to detail and paid ads resulting in a 20% increase in social media engagement and a 15% growth in followers.
- Spearheaded email marketing campaigns using WordPress and Fluent CRM, consistently meeting deadlines and achieving high open rates.

Sep 2023 – Dec 2023

Social Media and Content Creation Intern

Dimes Ltd • Remote

- Initiated outreach to Japanese artisans and craftsmen, fostering partnerships and enhancing interpersonal communication skills.
- Managed social media accounts with team members demonstrating strong organizational skills and the ability to multitask effectively.

Education

2019 – 2022

BA in International Business

Communication 2:1

University of Central
Lancashire • Preston

2019 – 2023

BA in Global Business

(Double Degree)

Nagoya University of Foreign
Studies • Japan

Software

Adobe After Effects Adobe
Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe Photoshop
Blender
Sketch
Figma

Skills

Advertising Design
Brand Identity
Email Marketing
Project Management
Print and Digital Design
Editorial Design
UX/UI Design
Video Editing
Typography